

DIDSBURY PIONEER

VOL. XXVI

DIDSBURY, ALTA., THURSDAY, AUGUST 2nd, 1928

No. 32

**SPECIAL WEAVE
HEADLIGHT DENIM**
LOTS 14-55-20 and 111



"SPECIAL WEAVE" DENIM
made EXCLUSIVELY for
HEADLIGHT OVERALLS
used in this garment

This cloth is the result of years of experiment and most exacting tests for Washing Quality, Strength and Durability.

GUARANTEED
The Best Overalls You Ever Bought Or Money Back After 30 Days' Wear.

This garment contains the following exclusive quality features which are original and patented

**PATENTED SAFETY WATCH POCKET
PATENTED SAFETY RULE POCKET
PATENTED SAFETY PENCIL POCKET**

Made under one or more of the following Canadian patents: Mar. 4-07, 11701-11702-11703; May 9-10, 109287; Aug. 3-20, 202542; July 23-12, 141810; May 10-22, 218581; Nov. 11-13, 191616; July 22-10, 191733.

BEWARE OF IMITATIONS DEMAND THE GENUINE

J. V. BERSCHT

"Where Quality and Price Meet"

Phone 36

Special Meeting Local School Trustees

A special meeting of the board of trustees of the Didsbury School District was held in the public school on Thursday evening, July 26th.

An invitation had been sent to all the school districts from which pupils had attended the high school, to send a delegate to this meeting, and a majority of these districts were represented.

The chairman explained that the purpose of the meeting was to discuss the matter of fees paid by school districts for pupils attending Grades IX, X and XI from outside the Didsbury School District.

A statement showing the cost of conducting the high school during the past two years was presented. It was evident to those present that the amount paid by the school districts sending pupils to the high school was too low, and that Didsbury school district was paying more than their share of the expense of conducting a high school.

Extracts from the report of the provincial convention of school trustees, held in Edmonton last spring, were read, showing that the same conditions prevailed in other towns conducting high schools as existed in the Didsbury school district; also that the Minister of Education was agreeable to high school districts making agreements with rural school districts whereby the fee paid would be more than the \$30 per pupil as stated in the regulations. After the matter had been thoroughly considered it was moved and seconded: "That each delegate report to their school board that this meeting was agreed that \$50 in place of \$30 should be the fee paid for pupils attending Grades IX, X

NORTH END LUMBER CO.

Dealers in

**Native Spruce and
Coast Fir Lumber
Lath
Shingles
Doors
Windows
Mouldings
Brick
Lime
Cement
Building Paper
Roofing
Wall Board
Insulation Board
Veneers
Fence Posts**

**Good Quality Low Prices
Prompt Delivery**

**"Fone the North
End First."**

and XI." The motion was carried unanimously.

Since the meeting two of the districts have reported that they are prepared to enter into an agreement to pay \$50 per pupil.

It is expected that the high school will not accommodate all those applying for admission this fall.

Pioneer Want Ads bring results.

Local Man In Country District Golf Finals

James McDougall, one of the local golfers who worked his way up to the Country District Golf finals played Sunday last at the Golf and Country Club, Calgary, lost to W. Tait-White of Brooks.

Mr. McDougall worked his way to the finals for the Calgary Herald trophy by defeating G. G. Peters of Carbon and H. T. Gaitz of Red Deer. The finals brought together Mr. McDougall and Mr. Tait-White of Brooks, both whom had been stars in their younger days.

Neither have played much golf during the last dozen years, probably not more than a score of games a year, but despite the lack of practice they showed flashes of a high class game.

Both players learned the game in Scotland. Ten years ago the Brooks man, then a member of the Calgary St. Andrews Golf club, was one of leading players in the province, but since then he has played very little. "Jimmy" has been farming in this district for twenty-eight years and it is only during the last three or four that he took up the game again.

Notice

Due to disease being prevalent in hogs throughout the district, no entries for swine will be received for the fair.

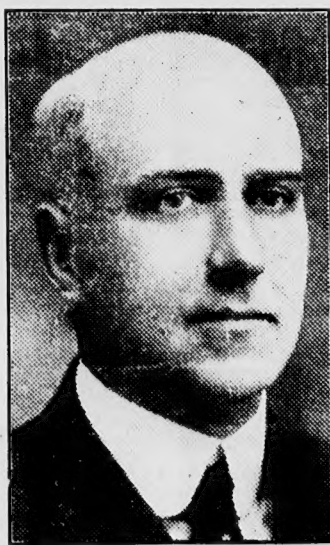
Showing Canada her Opportunity in World Trade

Another Striking Advertisement by the Trade and Commerce Department, Ottawa

The various striking advertisements of the Trade and Commerce Department at Ottawa which have appeared in Canadian newspapers from time to time are calculated to create an "export trade consciousness" throughout the Dominion.

It was decided last year by the Honourable James Malcolm, Minister of the Department in question, that Canadians should become more intimately acquainted with business opportunities outside their own country. In order to accomplish this, the campaign of publicity was embarked upon.

Canada's external trade has grown in such proportions as probably few Canadians



HON. JAMES MALCOLM

realize. For instance, in the last fiscal year, ended March 31st, the Dominion's total exports were valued at more than a billion and a quarter dollars, or to be exact \$1,250,456,297. This represents an export trade of more than \$130 for every man, woman and child in Canada. At the beginning of the present century Canada's export trade amounted to less than 200 million dollars.

Another method of gauging Canada's export trade is found in the fact that last year the country's exports of manufactured products alone amounted to about the same as her total production of manufactured

(Continued on Page 8)

Final proof of personality is to make a car salesman respect you even if you prefer another make.

There Is Still Time

---To win a sack of "Bake-Rite" or "Mothers in Gingham" Flour, at the Didsbury Fair. See page 51 of the Prize list.

Blueberries, Blackberries, Apricots

in full swing for canning.

Don't miss these.

Cucumbers \$1.00 case

The fruit is early this season. Get ready for Prunes, Peaches, etc., soon.

SEE US AT THE FAIR

Novelties and Samples given away

Bring all the youngsters!

STUDER'S

We want to give you good service always.
We can and will satisfy you.

HIGH QUALITY

FAIR PRICES

Westcott & Clovermount

A shower was given for Mr. and Mrs. Isaac Herner the other evening. Many friends were present. We all wish Mr. and Mrs. Herner much happiness.

Many Westcott people attended the camp meeting held in Didsbury last week.

The Westcott Women's Institute held their monthly meeting at the home of Mrs. Alex. Robertson, Jr., on Wednesday, July 25th. Many members and visitors attended.

Mrs. Amos Wilson and son Bruce, of Calgary, have been visiting Mrs. J. Weidner and other friends.

Mr. and Mrs. Ira Scott and Miss Doris Murphy returned from Banff on Saturday.

Miss Ruby Klinck was visiting her sisters, Mrs. Alex. and Jack Robertson last week.

We are glad to see Miss Lula Tittsworth back with us again after her recent operation.

Harry Stickley's, Herman Dageford's and Ed. Klinck's returned on Tuesday from a motor trip from Banff and the Windermere highway.

A number of friends and neighbors met at the home of Mrs. Frasch's on Monday evening, July 23rd, in honor of a birthday party for Mrs. Frasch and Mrs. Jess Tugle. A very pleasant evening was spent by all.

Tommy Allen found that 3 in a bug is too many. He collided with another car on the Rosebud hill.

The oversized woman, explaining to her companion why she got off the car backwards, said that she overheard one of the straphangers who stood in front of her, whisper to his neighbor straphanger that when the fat woman got up he was going to pinch her seat.

LORD RODNEY SIGNS WHEAT POOL CONTRACT

Following the example of H.R.H. the Prince of Wales, whose wheat crop from his ranch west of High River is marketed through the Alberta Wheat Pool, Lord Rodney, who farms a large acreage near Fort Saskatchewan, has recently signed one of the new pool contracts. Another British peer who is a member of the Alberta Wheat Pool is the Duke of Sutherland, whose 7,000-acre farm at Brooks has been under contract for a number of years.

WINTER WHEAT HARVEST STARTS

The first report of winter wheat harvesting this season comes from Chin, near Lethbridge, where on Friday, July 27, five binders started cutting on the farm of John Ross. The crop promises a heavy yield, although reports indicate that the dry weather during the month of May in some southern sections will be reflected in a slightly decreased yield of winter wheat as compared with last year's crop.

Spring wheat cutting is expected to start in about three weeks, as early fields are beginning to color. The prospect for a highly satisfactory yield of this crop is very promising.

ALEX. ROSS HEADS COMPENSATION BOARD

The appointment of Alex. Ross, former Minister of Public Works in the Alberta Government, to the position of chairman of the Workmen's Compensation Board, succeeding John F. Stirling, who recently resigned on account of ill-health, has been announced by Premier Brownlee. It is felt that Mr. Ross' administrative experience and familiarity with workmen's compensation legislation will particularly qualify him for the duties of his new position which he will assume on Monday next.

Announcement

WE have purchased the Club Lunch formerly conducted by So Ho Joe and Soo Dunck and will endeavor to give the service and satisfaction that you have received in the past.

We solicit the general patronage of town and district assuring you that service, satisfaction and high class meals will be our aim at all times. All white help.

Morrison & Patterson

13

makes pastry and biscuits simply delicious

Blue Ribbon

Always Reliable Baking Powder

Sold by all Grocers

Industrial Development In Canada

Possibilities in the future development of industries in Canada, and the utilization of the natural resources of the Dominion as the essential raw materials in such development, and the manner in which all the people can assist in such development and expansion of manufacturing in Canada formed the subject matter of a recent address by Hon. Charles Stewart, Minister of the Interior, before the Young Men's Section of the Winnipeg Board of Trade, which is worthy of the most serious consideration, and especially so because it is so simple, so thoroughly sound, and so applicable to all parts of the country.

Mr. Stewart did not vision a future Canada with a limited number of great manufacturing centres, possessing many huge plants, located in certain sections of the country, with gigantic outputs supplying the home market and providing a large export trade, and largely controlled by a few corporations or wealthy individuals. Undoubtedly Canada has already created a number of such large industries and will continue to do so as the population and wealth of the Dominion grows. The idea submitted by Mr. Stewart for serious consideration was along quite another line.

Mr. Stewart sees in Canada, east, central and west, in the north as well as in the southern portion, a country of vast resources and of varied character. Many of these natural resources of a similar nature are to be found in widely separated sections, and he feels their development should be general and that they should be tapped at many points rather than attempting to supply the requirements of the people from one or two places located far away from the mass of consumers.

In other words, Mr. Stewart advocates study of a plan which contemplates the establishment of industries in numerous communities to utilize these natural resources which may be found adjacent to such communities and thus supply the local and regional demand instead of transporting such goods long distances from other countries or far distant parts of Canada. Such a plan, sanely carried out, would not only result in huge savings in the aggregate to the public, but would lead to the development for use of resources now lying dormant, would build up numerous small industrial towns, provide more employment, and materially assist in solving the problem of unemployment which frequently becomes acute in certain parts of the Dominion by reason of the seasonal nature of the occupations of a vast majority of the people.

In presenting his thought on this subject, Mr. Stewart expressed the opinion that bodies like boards of trade should take up the close study of the raw materials of their districts, and of the markets for manufactured commodities. Such local studies would, he believed, reveal many possibilities for starting new industries at appropriate points. Statistics on the importation and movements of manufactured commodities had led to the conclusion, he said, that many of the articles could be made at home, and this also applied to goods transported from other parts of Canada in many cases unnecessarily, because the same thing could be made on the ground. The possibilities of manufacturing locally had been brought home to many towns and cities, largely through the initiative of enterprising public bodies like the board of trade, assisted by the facts on file in the department at Ottawa. Raw material, as far as possible, should, he contended, be prevented from leaving Canada so that the country's resources to the greatest extent might be utilized for those living therein.

In all such endeavors, boards of trade everywhere, Mr. Stewart stated, would have the assistance of the government in a whole-hearted way. His department was always willing to co-operate with any public body in placing at the disposal of interested persons locations of the country's natural resources. Experts of the department would be available always, and would be sent to any localities where their services would be of assistance.

The policy suggested by Mr. Stewart should make a particularly strong appeal to boards of trade throughout the three prairie provinces, which, up to the present time, have been so largely dependent upon the other provinces and foreign markets for the manufactured goods which our people consume in such large quantities, and for which we have been obliged to pay high prices because of the enormous distances these goods have had to be transported from the point of manufacture.

That Mr. Stewart's idea is sound, is borne out by the experience of many towns and many industries. Some of the most flourishing industrial towns and cities secured their start through the establishment of a comparatively small local plant utilizing some raw material found in the locality, and history is filled with instances where these small local industries have, under careful but progressive management, grown into what are now classified as among the great industries of the country. Hundreds of such instances, both in Canada and the United States, could be given.

There is more fiction in fact than there is fact in fiction.

Life is made up of getting and giving and forgetting and forgiving.



Too Much ACID

Many people, two hours after eating, suffer indigestion as they call it. It is usually excess acid. Correct it with an alkali. The best way, the quick, harmless and efficient way, is Phillips' Milk of Magnesia. It has remained for 50 years the standard with physicians. One spoonful in water neutralizes many times its volume in stomach acids, and at once. The symptoms disappear in five minutes.

You will never use crude methods when you know this better method. And you will never suffer from excess acid when you prove out this easy relief. Please do that—for your own sake—now. Be sure to get the genuine Phillips' Milk of Magnesia prescribed by physicians for 50 years in correcting excess acids. Each bottle contains full directions—any drugstore.

Special Cameras For South Polar Flight

One Will Automatically Develop and Deliver Strips Of Film

Photography is to play an important part in the South Polar flight to be made by Commander Byrd. Two special automatic cameras are being constructed, one to take pictures of the sun as an aid to navigation, and the other to record each miye of the flight.

While the flight is in progress the first camera will automatically develop and deliver strips of film. The second camera will be attached to the bottom of the plane and will follow the path to the Pole, recording from a height of 5,000 feet a strip of the Polar plateau eight miles in width.

COMPLETELY RUN DOWN

Symptoms That the Blood Is Thin Should Not Be Neglected

Weak, run-down, lacking strength, energy and ambition, nervous, sleepless, poor appetite, digestion disturbed—these are the symptoms named by a great majority of people who have been benefitted by the use of Dr. Williams' Pink Pills. These tonic pills correct the condition described and if you have any of these symptoms you should give these pills a trial. Their great value in cases of this kind is shown by the statement of Mrs. James A. Tibbets, Halifax, N.S., who says: "I was completely run down in health. My blood was thin and watery, and my nerves so bad that I did not sleep well at night. My appetite was poor and the least exertion left me weak and trembling. When I went out I would have to lie down as soon as I got in the house. A friend advised me to try Dr. Williams' Pink Pills. I soon found they were helping me and by the time I had taken the sixth box I felt like a new woman, and have enjoyed good health ever since. For this reason I can highly recommend the pills to anyone run-down or troubled with their nerves."

Not only do Dr. Williams' Pink Pills help the nerves. Their main function is to enrich and increase the blood, and as the blood supplies the whole body, new life is given to the entire system. Better sleep, steady nerves, improved appetite, increased vigor—all these can be yours by taking Dr. Williams' Pink Pills. Begin them today. Sold by all medicine dealers, or by mail post paid, at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Anything But Peaceful

Doves Are Very Quarrelsome, Says Professor Of Zoology

The dove, for centuries the olive branch carrier and emblem of peace, is found to lead a very quarrelsome family life. There may be some billing and cooing in public, but in privacy the dove mates quarrel.

Dr. W. D. Funkhouser, professor of zoology, at the University of Kentucky, makes the true facts known. It is his opinion that the crow and bluejay are the most intelligent birds and that the yellow-billed cuckoo and the catbird are the "best all-round friends of man."—Capper's Weekly.

It Testifies For Itself. — Dr. Thomas' Electric Oil needs no testimonial of its powers other than itself. Whoever tries it for coughs or colds, for cuts or contusions, for sprains or burns, for pains in the limbs or body, well know that the medicine proves itself and needs no guarantees. This shows why this Oil is in general use.

Hoover In English Eyes

Hope Is Expressed That He May Be the Next President Of U.S.

It is the hope of those who see beyond the narrowing confines of Pan-Americanism, that Hoover may be the next President. Personally, I feel that it would be a wonderful thing for his country, for ours, and for the world at large, if he were in the presidential chair.

He seems to me to have grown; to have widened and broadened. I believe now, as I did ten years ago when I was working with him, that he is one of America's greatest men. —Fannie S. Swan in the British Weekly.

By using X-rays, two generations of tobacco plants have been grown in one year.

Let Minard's Liniment Relieve Pain.

The average man often uses better judgment in selecting a cigar than in choosing a wife.

W. N. U. 1744

Pool To Pay Dividends

Saskatchewan Wheat Pool Members To Benefit Through Dividends On Pool Elevator System

Members of the Saskatchewan Wheat Pool will receive approximately \$300,000 in September as a result of the six per cent. dividend that the Pool is paying on the money invested in the Pool elevator system. The principal for this system has been obtained from members by deducting two cents per bushel from all cheques paid to them.

The Pool members will also receive a dividend of 5 per cent. on the reserve fund. C. W. King, manager of the Pool here, was unable to say what amount this would involve.

It was stated recently by A. J. McPhail, president of the Wheat Pool, that as soon as the Pool controlled shipping facilities at every point the two cents per bushel deduction would be returned to members and that the ownership of the system would be kept fresh, by the "revolving door system" which means that two cents per bushel would still be deducted from annual payments by members, but a corresponding amount would be returned each year. Thus members of the Pool were saving an amount annually, which in many cases was as high as \$200.

Recipes For This Week

(By Betty Barclay)

ORANGE SHORTCAKE

2 cups flour.
1 teaspoon salt.
4 teaspoons baking powder.
4 tablespoons sugar.
4 tablespoons shortening.
1 1/2 to 2 cup of milk.

Sift the dry materials until well blended. Rub in the shortening using a fork. Cut in just enough milk to make a soft dough. Put in greased cake pan, press with back of hand to shape of pan, and bake twelve to fifteen minutes in hot oven.

Filling

6 oranges.
1/2 cup sugar.
Wash oranges, remove the skin, cutting off all white membrane. Cut the orange in half and cut in cubes of uniform size. Sprinkle with sugar, then spread between the prepared crusts. Serve with a sauce made with the juice of two oranges and three fourths cup sugar.

MEDIUM CREAM SAUCE FOR VEGETABLES

2 tablespoons butter.
2 tablespoons flour.
1 cup milk.
1/4 teaspoon salt.
Few grains pepper.

Put butter in saucepan, stir until melted; add flour mixed with seasoning. Stir until thoroughly blended. Pour on milk, one-third at a time, while stirring. Bring to the boiling point. A double boiler is preferable in order to prevent burning. Use 1 cup cream sauce to 1 cup cooked vegetable.

In trying to win a girl's heart a young man often loses his head.

It May Be Urgent



When your Children Cry for It

Castoria is a comfort when Baby is fretful. No sooner taken than the little one is at ease. If restless, a few drops soon bring contentment. No harm done, for Castoria is a baby remedy, meant for babies. Perfectly safe to give the youngest infant; you have the doctors' word for that! It is a vegetable product and you could use it every day. But it's in an emergency that Castoria means most. Some night when constipation must be relieved—or colic pains—or other suffering. Never be without it; some mothers keep an extra bottle, unopened, to make sure there will always be Castoria in the house. It is effective for older children, too; read the book that comes with it.



Invented Electric Net To Snare Submarines

Eminent Canadian Also Aided Admiralty With Charts Of British Isles

Albert Close, eminent Canadian cartographer, whose charts of the British Isles proved invaluable to British fishermen and to the admiralty during the great war, has returned for a visit to his old home, at Nanawee, Ont. A great achievement of his during the war was the inventing of an electric net to snare submarines. He has recently prepared a detailed plan of the battle of Jutland, for which he was congratulated by Lord Jellicoe. Before returning to England, Mr. Close will interview the department of marine and fisheries and fishing skippers of Newfoundland, Nova Scotia, and the Atlantic coast to obtain information of assistance in preparing new charts of Atlantic coast waters.

Minard's Liniment — a reliable first aid.

"What a lovely fur coat—what did it cost?"

"One single kiss."

"That you gave your husband?"

"No, that he gave the maid."

HERCULES

PERMANENT BUILDING PAPER

CUT IT—it doesn't tear easily

There's no denying that the most careful carpenter doesn't handle his tools with the dainty movements of a dentist.

Consequently he will appreciate a building paper which allows him to throw careful handling to the winds and work rapidly without fear of tearing. Hercules Permanent Building Paper is tough. Tearing or cracking in using is unheard of. Carpenters prefer it because it is easy to use.

Hercules—in three grades, x light, xx medium, and xxx heavy, is wind proof and damp proof.

Send now for samples and prices.

Appleford Paper Products

HAMILTON, CANADA

WILL CONSIDER MORE PLANS TO AID IMMIGRATION

Ottawa, Ont.—The announcement by Right Hon. Winston Churchill that the British government is prepared to spend more money in stimulating British immigration to Canada has created deep interest at Ottawa. While officials of the immigration department are unaware of the various policies suggested, it is expected that Lord Lovat, who will arrive in Canada shortly, will have complete details.

All of the proposed policies with the exception of the boy immigration scheme are either new or are schemes which have been suggested by the Canadian government and refused by the British Government.

This is true, particularly of the proposal to give to settlers a substantial loan to aid them in commencing farming. The Canadian government obtained the consent of the British Government, in the 3,000 family scheme, to an agreement whereby the British Treasury advanced \$1,500 per head but when the agreement expired the British government sought to reduce the amount for future settlement to \$800. When this was refused they increased the amount to \$1,200 and it is not expected that they will be prepared to deal with settlers in still more generous terms.

In the matter of reducing the ocean rate the Canadian government has hitherto been opposed to spending more public funds for this purpose, but it is believed that the steamship companies and the British government may unite to this end. The other schemes suggested by Mr. Churchill are all regarded sympathetically at Ottawa, and as soon as Lord Lovat arrives the department will reach a decision.

Alberta To Consider Town-Planning Scheme

Premier in Position To Make Recommendation To Council

Edmonton.—Premier Broome has returned from his visit to the University of California, where he gave the opening address at the fourth annual convention of the American Institute of Co-operation, by invitation of the U.S. federal minister of Agriculture.

En route, he stayed at Victoria and Vancouver to interview two possible town planning directors for Alberta's recently-formed Town Planning Commission.—H. L. Seymour, town planning commissioner for Vancouver, and Doughty Davies, who has just completed a town planning survey in Victoria. These two, with other applicants will be considered by council in the near future, and the premier indicated that he was in a position to make a recommendation to council.

Nova Scotia Reports Few Men Available

Cannot Supply Number Asked For To Assist In Western Harvest

Halifax.—The department of natural resources has notified the minister of labor, at Ottawa, that Nova Scotia would be unlikely to supply more than 75 per cent. of the number asked for to assist in the harvest of the Western wheat crop.

It was stated that owing to the increased activity in the province in building and mining industries, the number of men who will go on the harvest excursion from Nova Scotia would not be more than 1,200.

Situation Much the Same

Ottawa, Ont.—Renewed reports that the Government may take over a number of provincial or privately owned railways in different parts of the country and merge them with the Canadian National, brought the statement from the Minister of Railways that the situation is very much the same as in the last session when he stated that Sir Henry Thornton is looking into all these propositions.

W. N. U. 1744

Balfour At Eighty

Distinguished British Statesman Has Been Adviser To Three Sovereigns

London.—Great Britain celebrated recently the 80th birthday of one of her most distinguished statesmen, the Earl of Balfour. Lord Balfour's public service goes back back 54 years, for he entered the House of Commons in 1874, and he is one of the few great survivors of the Victorian era. He was adviser to three successive sovereigns.

The only other statesman of outstanding eminence in the period alive today is the Earl of Roseberry. He has been out of politics for 20 years and is an invalid. Earl Balfour is a member of the cabinet today, being Lord President of the Council.

Notwithstanding the throat infection which laid him aside during the winter and spring, he is again normally active. His recent illness necessitated a rest from his usual physical activities including tennis, of which he was a devoted player, but the Daily Mail quoted him recently as saying that he intends to take up tennis again shortly.

English Cadets Will Compete

Ottawa.—A party of English cadets which will make a tour of Canada, will participate in the annual prize meeting of the Dominion of Canada Rifle Association here, Aug. 13 to 17. There will be fourteen in the party, under the command of Captain R. J. E. Hanson. Ten members of the Australian Bisley team who will return home by way of Canada, also are likely to take part in the matches, while most of the members of Canada's Bisley team are scheduled to enter.

A team of cadets from Victoria High School, Victoria, B.C., will take part in the Dominion matches and will motor from the capital of the Western province.

At the matches last year there was one woman competitor and this year there is a prospect of four or five women entrants from Saint John, N.B.

Phone Call From London

Moose Jaw Station Converses With British Metropolis In Test Talk

Moose Jaw.—"Hello, this is London, England, speaking, how do you hear me?"

This question was asked by a voice speaking 6,000 miles away while the listener was a Moose Jaw man, J. A. Inch, wire chief of the local telephone office. For two or three minutes Mr. Inch conversed with the man speaking from the metropolis of England, some 6,000 miles away, and he could hear him clearly throughout the conversation.

The test call was put in from the British Isles to Saskatchewan to determine the efficiency of the long-distance system recently inaugurated whereby a person in the West can converse with anyone in the Old Country.

Lindbergh's Earnings Large

Federal Tax Payments This Year Amount To \$30,000

Washington, D.C.—During the latter part of 1927, according to reliable calculations, the earnings of Col. Charles A. Lindbergh, New York-Paris flier, amounted to \$204,000 and his Federal tax payments this year amount to \$30,000. He started his earnings by winning the \$25,000 Orteig prize for being the first to fly the Atlantic to Paris. For touring 70 American cities he received \$300 a day from the Guggenheim Foundation.

Will Investigate Noble Charge

Rome.—Italy's inquiry into the conduct of the Noble expedition, which has been ordered by Premier Mussolini to still hostile criticism throughout Northern Europe, is expected to be opened late in September or early in October. It is believed that it will be directed by Mussolini himself.

Hail Ruins Crops

Saskatoon.—Heavy grain crops, almost ready for the harvest, were completely wiped out in some parts of central Saskatchewan last week by hail which accompanied the worst electrical storm to have swept this district in a decade.

TO VISIT CANADA



Right Hon. Thomas Shaw, M.P., minister of Labor in Ramsay MacDonald's cabinet, who will tour Canada with the British Parliamentary Association.

Find Wreckage Of Plane

Idea Is Advanced That It May Explain Fate Of Nungesser-Coll

Copenhagen.—A fragment of aeroplane wreckage with some silver and bronze colored fabric attached to it has been picked up off the Jutland Coast.

In the belief that the wreckage may possibly be part of the Nungesser-Coll plane lost last year, the fragment has been sent to Paris for identification. The wreckage was found by Dr. Frode, a Danish physician. There was a wireless receiver among the fragments.

May Meet In Canada

League Of Nations To Consider World Disarmament Conference

Ottawa.—A world disarmament conference, vastly more far reaching in its scope and consequence than the United States Multilateral Treaty for the outlawry of war, will be considered by the council and assembly of the League of Nations in September.

It is said that in the event of the conference being decided upon the Prime Minister of Canada may issue an invitation for the conference to be held in Canada.

Record Number Of Entries

Many Nations Will Be Represented At Olympic Events

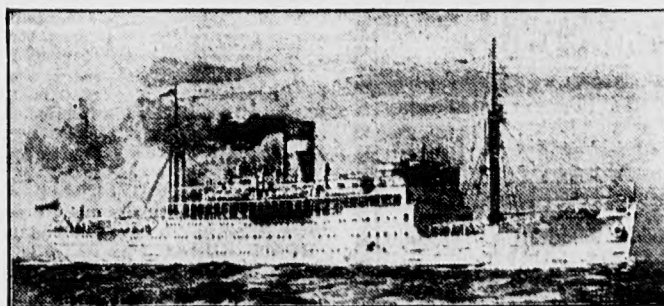
Amsterdam.—Entries for Olympic swimming, rowing, yachting, wrestling, modern pentathlon and cycling have closed with a record number of countries signifying their intention of competing.

Thirty-four nations will be represented in the Olympic swimming, 23 in yachting, 20 in rowing, 29 in wrestling, and 14 in the modern pentathlon.

Lessening Fire Hazard

Winnipeg.—Rain is gradually lessening the fire hazard of the forests of Northern Manitoba districts, and according to forestry officials here the 20 to 30 fires which the Royal Air Force and the fire rangers have been fighting strenuously during the past month, are gradually petering out under the drenching.

NEW CANADIAN STEAMSHIP



The "Lady Nelson," first of five steamers being constructed for the Canadian National Steamships to be operated between Canadian Atlantic ports, the West Indies, British Guiana, Bermuda, the Bahamas and Jamaica. They will engage in passenger, cargo and mail traffic, with special refrigerator equipment. The passenger accommodation will be of the most complete character. In construction these ships are being built to comply with all requirements and will possess the most complete facilities for comfort and safety. The "Lady Nelson" was launched on July 17th, and was christened by Madam Lapointe, wife of the Minister of Justice.

Cannot Supply 'Plane To Hunt Prospectors

Department Of National Defence Receives Many Appeals

Ottawa.—"The first requisite of a prospector is the ability to find himself." That is the view taken by the Department of National Defence as outlined by an official of that department. The department is being inundated with appeals for 'planes in search for prospectors thought to be lost.

"When a prospector in the Northern woods fails to turn up when his employers or associates think he should they rush to the Department of National Defence asking that a 'plane be sent to search for him," said this official. "In most cases the department declines. In the first place, the prospector is probably not lost at all, but something has impeded his progress. Then if he were lost there is very little chance of an airman seeing him from a 'plane."

Heads Teachers' Federation

Winnipeg Man Is Elected President For Coming Year

Winnipeg.—C. W. Laidlaw, B.A., principal of the Machray junior high school, Winnipeg, was elected president of the Canadian Teachers' Federation at the ninth annual conference here.

The other officers of the association for the coming year are C. Braden Jelly, of Summerside, P.E.I., who was given the majority vote over C. H. Sweet, of Alberta, for vice-president, and Alderman M. J. Coldwell, of Regina, who was re-elected secretary-treasurer of the organization.

Harvesters From B.C.

Coast Province Will Be Able To Supply Usual Quota

Vancouver.—British Columbia will be able to supply its usual quota of harvesters to the prairie provinces this year, in the opinion of government officials here. While it is stated conditions in British Columbia are better than in past years, it is estimated that six thousand men will be available for the harvest fields of western Canada this year, in the opinion of J. H. McVety, superintendent here of the Dominion employment service.

Big Opium Seizure

Shipment Valued At \$120,000 Is Seized At Nanaimo

Nanaimo, B.C.—Opium valued at \$120,000 was seized in the bonded warehouse here. It was concealed in a package of freight marked "peanut oil" and "salt turnips."

The packages were addressed to Lun How, a local Chinese merchant and are thought to have come over on a liner recently arrived from Asiatic ports.

The seizure was made by provincial police assisted by officers of the customs preventive staff.

Wins First Place

Edmonton.—Bringing to the city market scales nearly two and a half tons of weeds, C. Russell, of Edmonton South, won first place in the civic campaign against thistles. Mr. Russell's load weighed 4,960 pounds and as a reward for his energy the winner will receive \$25 in cash.

ARCHBISHOP OF CANTERBURY HAS RESIGNED OFFICE

London.—After serving for 25 years as Archbishop of Canterbury, Right Rev. Randall Thomas Davidson has resigned. His long-expected retirement was undoubtedly hastened by Parliament's second rejection, last month, of the revised prayer book, in support of which he had labored for years.

It was announced officially that the King had received with great regret an intimation from the Archbishop that he was desirous of resigning his high office. His Majesty, on the recommendation of the Prime Minister, by Royal Warrant, appointed a commission consisting of the Archbishop of York and Bishops of London, Durham and Winchester, for the purpose of receiving the resignation of the primate.

The commission reported that it accepted the archbishop's resignation to take effect on November 12, of this year, and this has been approved of by His Majesty.

The Archbishop of Canterbury, 96th of his line, is 80 years of age. At about the time his resignation will take effect he and his wife will celebrate their golden wedding anniversary, and it is planned to present to them on this occasion a fund which is now being collected, to ensure greater comfort in their declining years. A memorial will also be placed at Lambeth Palace, residence of the Archbishops of Canterbury, to mark the general gratitude for Dr. Davidson's long and painstaking services to the church and the nation.

Most Rev. Cosmo Gordon Lang, Archbishop of York, is the most probable successor to Dr. Davidson, indeed it is reported he has already been offered the post and has indicated his acceptance.

Veteran Mountie Dead

Captain Denny Enlisted When Force Was Being Organized

Edmonton.—One of the two last survivors of the original troops of the Royal Northwest Mounted Police to cross the plains in 1874, Capt. Sir Cecil Edward Denny, 79 years old, sixth Baronet of Tralee Castle, County Kerry, Ireland, died in a local hospital on July 24.

He left Ireland at the age of 24 and enlisted at Ottawa in the R.N.W.M.P. which was just being organized. He rose to the rank of Inspector in the force and was one of the officers to sign the famous treaty of 1877 with the Indians.

In late years Sir Cecil Denny has been acting as archivist for the Alberta Government, and has written several books on early life in the west.

Start Long Water Trip

Vancouver Men Sailing From New York To San Francisco Via Panama Canal

New York.—James McArthur and Sydney A. McQuillan, both of Vancouver, B.C., sailed down the Hudson River in a 34 foot motor launch, the Miss Vancouver, bound for San Francisco. They will go by way of the Panama Canal.

McQuillan, who is a well known speed boat enthusiast of Vancouver, and who has already travelled more than 10,000 miles in that type of boat, is planning the trip as a method of proving the possibility of using a slow speed motor in a high speed hull.

Portrait Presented To Dominion

Ottawa.—A magnificent life-size portrait of the late Earl of Minto, at one time Governor-General of Canada, has been presented to the Dominion archives. The portrait, the work of Miss Vicaji, an English artist, arrived recently, and has been hung in the room devoted to Governors-General. The Dowager Countess of Minto, widow of the late administrator, donated the gift to the nation.

Plan Visit To States

New York.—Field-Marshal Lord Allenby and Lady Allenby have planned a visit to this country, and are due to land here October 2.

Didsbury Pioneer

Established 1903.

DIDSBURY - ALBERTA

Published every Thursday.

Subscription Rates: \$2.00 per year, \$1.00 six months; 50 cents extra to Great Britain and the United States. Payable in advance.

Legal, government, and municipal advertising, 16 cents per line first insertion and 12 cents per line (unchanged) each subsequent insertion. Local readers ten cents per line.

Classified Advertising: For Sale, Articles Wanted, Lost, Stolen, or Strayed, etc., 10 cents a line first insertion, (count six words to the line), and 5 cents a line each subsequent insertion (unchanged).

Business Cards, special rate of \$1.00 per month (1 inch) or \$11.00 per year if paid in advance.

Card of Thanks (not exceeding six lines) 50 cents per insertion.

Obituary poetry 10 cents per line.

Transient advertisements to be paid for when ordered.

Display advertising rates on application at the office.

Changes of advertisements must reach the office not later than noon Tuesday to ensure insertion in the issue of that week.

E.J.C. GOODER, Editor & Manager.

GROWING DIDSBURY

In order for our town to grow, as it most naturally will in the years to come, it is necessary for it to have a real pressure water system, supplying the homes and offices with water from the tap, and providing sufficient force for necessary fire hydrants throughout the town.

The towns has disposed of its electric light plant and should be in a position very soon to submit to the ratepayers, if not at the next municipal election, a bylaw to provide the necessary funds for its installation.

First, an expert will have to be consulted to advise on the probable cost, location of the source of water, etc. Fire hydrants can be most advantageously located during the laying of the mains.

In a few years, providing the citizens support the project, the profit earned from its operation should be sufficient to pay the interest on the bonds.

If the project receives the worthy support of the taxpayers at the proper time of its presentation, Didsbury will be one of the few towns on the C. & E. line so equipped.

The installation of such an adequate water system will have a stimulating effect on the building of more homes in the town. Houses are scarce, in fact impossible to rent, let alone purchase. A building boom of new homes will result. It will put Didsbury on the map as one of the few modern towns in this part of the province.

A more important subject could not occupy first place in the agenda of the business at future council meetings. Other towns of Didsbury's size have their water systems—why not ours?

HEADLIGHTS

Headlight blindness is one of the most dangerous hazards of night motoring, a hazard not only to the occupants of automobiles and to property, but to the pedestrian. In fact, walking at night along state roads or even the more remote thoroughfares, is a matter of taking one's life in one's hands and might well be termed joining "The Suicide Club."

To the conscientious driver of an automobile glaring headlights are a source of torment. He sees two moons approaching him down the road. On they come, growing into two shafts of light, and finally lose their individual identities as they bear down upon the tense driver. For a matter of seconds there is nothing visible before him but a fog of light. That interval of light blindness is enough, however, to leave death and to a stop at the approach of the destruction in its path.

Few drivers in these times are so careful that they will bring their cars to a stop at the approach of the glaring headlights. It is not to be wondered at that there are so few, for a pilot cautious enough to stop for the passage of blinding lights would soon find that he had better stayed at home so far as progress on his journey was concerned.

Despite crusades against the glaring headlight the menace continues.

The honeymoon is over when she wants a heater in the coupe to keep her warm.

LOCAL & GENERAL

Edmund and Ross Perschbacher of Castor are visiting in Didsbury.

Mr. Ted Brown motored to Camrose on Saturday for the week-end.

Mr. Frank Kaufman was a Calgary visitor yesterday.

The W.C.T.U. will serve dinner at the fair grounds as usual. 32-1c

Mr. and Mrs. Boorman left Saturday for Sylvan Lake.

Mr. H. W. Chambers motored to Calgary on Wednesday.

Your choice of any hat at Mrs. Peterson's \$2.95. 32-3p

Miss Bessie Harms of Kansas City, Mo. is visiting with her aunt Mrs. Geo. F. Smith.

Miss Elva McMow left Sunday to spend her holidays at the home of her parents west of Olds.

Mr. N. Lammle was a Calgary visitor last week-end. He returned home with a new Essex coupe.

Mr. and Mrs. W. S. Durrer and family motored to Sylvan Lake last week-end.

Wonder how many fish "Clint" caught and what kind of fish they were?

"Laugh, Clown, Laugh," with Lon Chaney, at the Opera House, Didsbury, Wed., August 8th.

Lloyd and Willard Ryckman of Chilliwack are visitors in the Didsbury district.

Mr. B. L. Robinson is relieving at the Royal Bank at Clyde, Alta. for three weeks.

Mr. and Mrs. McDowell and Mr. and Mrs. Cluegh of Drumheller were visitors at the home of Mr. Mrs. A. Cressnan on Sunday.

Miss Owen, matron of the Hospital on vacation to Waterton, is being relieved by Miss Bessie Clemens.

While in town on Fair day make it a point to drop in the Pioneer Office to pay that subscription. They are payable in advance.

If you want to see a real snappy ball game, come to the Didsbury Fair, Aug. 9th, Innisfail vs. Didsbury.

Miss Maurine Saugstad returned home Sunday from a two week visit at Vancouver, Victoria and Seattle.

Mrs. Amos Wilson and son, who have been visiting old friends in the Westcott district, returned home Tuesday.

All stores will be opened all day Wednesday, Aug. 8th, but will be closed Thursday afternoon from 1 to 5, that day being Fair day.

Renee Adoree featured in "Back to God's Country," at the Didsbury Opera House, Saturday, August 4th. Rex Beach's story.

Didsburyites who were Sylvan Lake visitors on Sunday were Messrs. Tonjun, Lowe, Ranton, R. Hawkes, Bob Eubank, A. J. Allen and J. Walters.

Another donation to the special prize list has been received by the Secretary from the local Live Stock Pool for the best spring calf owned by boy or girl under 15. 1st \$5, 2nd \$3, 3rd \$2.

FAIR DAY—A special. Hoot Gibson in "The Wild West Show." It's a Wow! 7 to 10 p.m. Big Dance following with 7-piece Elk's Orchestra. Everybody'll be there!

The W.C.T.U. will meet at the home of Mrs. Boettger on Thurs., Aug. 16 at 3 o'clock. There will be an election of officers. Superintendents will be asked to give a report of their year's work.

K. R. McLean, R.O. Sight Specialist, 212 Herald Bldg., Calgary, wishes to announce his regular visit to Didsbury, Saturday, August 11th. Office adjoining Dr. Evans' office. 32-2c

On account of Thursday next being Fair day, the Pioneer will go to press early Wednesday morning. We would esteem it a favor if the advertisers would prepare their copy earlier than usual. Those who have news items will please co-operate also.

M. P. To Speak

Mr. Alfred Speakman, M.P., will speak in Lone Pine Hall on Monday, August 13th at 8:30. A good attendance is requested as this no doubt is the only chance to hear this gentleman east of Didsbury this year.

The August issue of Rod and Gun and Canadian Silver Fox News, which is just published, contains a highly interesting collection of yarns and stories of outdoor Canada and hunting and fishing. In the list there is a very good story of a more unusual humorous type in "So This Is Moose Hunting" by John Richmond. The contents also include several articles of a conversational note, as well as useful information for hunters, fishermen and campers.

The Guns and Ammunition department, edited by C. S. Landis, includes much useful material for the gun crank, while anglers, outdoorsmen, campers and dogmen are well catered to in the special departments edited by well known authorities. The Canadian Silver Fox News section contains a very complete report of the annual meeting of the Canadian National Silver Fox Breeders' Association.

Rod and Gun and Canadian Silver Fox News is published monthly by W. J. Taylor Limited, Woodstock, Ont.

**Didsbury Pioneer****Job Printing Department****Broadcasting!**

We are equipped to handle all classes of Job Printing from an envelope to a booklet.

ENVELOPES
LETTERHEADS
POSTERS, DODGERS
STATEMENTS, BILLHEADS
VISITING AND BUSINESS CARDS
WEDDING ANNOUNCEMENTS Etc.

We carry all grades of paper stock in sheet and cut form. We can fill your requirements on short notice at city prices.

Special prices on large quantities. May we be of service to you?

DIDSBURY PIONEER**AUGUST STORE NEWS***at Ranton's Ltd.***Remember Didsbury's Big Summer Fair, next Thursday, Aug. 9th**

**Make Life's Walk Worth While
Wear Ranton's Shoes**
"More Miles per Dollar"



MEN'S WORK SHOES, \$3.95.

Extra Quality Men's Elk Tan Work Boot, full vamp or toe cap, outside counter and full Penco sole. Sizes 6 to 11. Ranton's Price \$3.95

MEN'S LIGHT WEIGHT BOOT \$3.95.

Made for the man who requires a light shoe. Made from tan leather in the popular stitchdown style, full Penco sole. A very comfortable boot that's hard to beat. Ranton's Price \$3.95

MEN'S WORK BOOT, \$3.95

Men's Brown or Tan Work Boot, made with double toe cap, chrome tan leather soles sewn and nailed, and solid rubber heel. Real buying at \$3.95

MEN'S KNEE HIGH QUALITY BOOT

Strong smoked "Elkhide" uppers, Goodyear welted double leather soles, extra wide one-piece back strap, long wing toe cap over full vamp, heavy stitching. Ranton's Price \$9.75

BOY'S WORK BOOT, \$2.95

A real honest boot for a real boy, double toe cap, extra quality soles and heels, triple stitching on uppers, soles are sewn and nailed, Blucher cut. Ranton's Price \$2.95

MEN'S PANT OVERALLS

in black, grey, stripe or plain blue. Price \$2.00 and up

MEN'S KHAKI PANTS, \$2.00

Men's Snappy Cloth Worsted Pants at \$2.75

BOY'S LONG PANTS

in all sizes, per pair \$1.75 and up

Boy's Running Shoes \$1.00

Men's Running Shoes \$1.25

Children's Rubber Soled Sandals at 75c

MEN'S COVERALLS, \$1.95
Summer weight combination Overalls in khaki. They'll keep you cool.

BOYS' COMBINATION OVERALLS

made from strong blue denim. Just the thing for holiday wear.

Sizes to 8 years \$1.75

Sizes to 14 years \$1.95

Boys' Bibb Overalls \$1.00 and up

MEN'S SUMMER UNDERWEAR 95c A SUIT

Cool Summer Underwear for men in buttonless or standard make, sleeveless and knee length or long sleeves and ankle length. August Special, per suit 95c

Have You Seen Them?

GUARANTEED SERGE SUITS

Integrity Serges are solid worsted, guaranteed fast color and British shrunk. Stag, Prince of Wales, or two or three-button styles. Extra good buying at, per suit \$35.00

Men's Suits from \$18.00 up.

All new stock.

Men's Pure Wool Clay Worsted in grey, at \$28.50

Agents for TIP TOP

Clothing. Made-to-Measure. At your door \$27

BOYS' SUITS with bloomer pants, clearing at \$7.50

GIRLS' PRETTY GINGHAM DRESSES



All new stock. \$1.35 and \$1.50

PRETTY VOILE DRESSES

for the wee tots, at \$1.00 and up

We are clearing out the balance of our RAINCOATS and LADIES' SPRING and SUMMER COATS at very special prices. Come in and have a look.

CREPE DRESSES, \$10.95

10 only Misses' Pretty Silk Crepe Dresses in this season's new styles and colors, sizes 15, 16, 18, 20, 36 and 42.

August Special \$10.95

NEW FELT HATS FOR LADIES

\$1.95, \$2.45 and \$3.45

WOMEN'S HATS \$2.95



Straw, Braid and Ribbon.

Clearing of

GIRLS' STRAW HATS

at 50c

Meet Me at Ranton's. 'The Store With a Conscience'



MOST people know this absolute antidote for pain, but are you careful to say Bayer when you buy it? And do you always give a glance to see Bayer on the box—and the word *genuine* printed in red? It isn't the genuine Aspirin without it! A drug-store always has Bayer, with the proven directions tucked in every box:



Aspirin is the trade mark (registered in Canada) indicating Bayer Manufacture. While it is well known that Aspirin means Bayer manufacture, to assure the public against imitations, the Tablets will be stamped with their "Bayer Cross" trade mark.

WORLD HAPPENINGS BRIEFLY TOLD

H.R.H. Prince George has been appointed to H.M.S. Durban as an interpreter in French.

P. C. Caverhill, chief forester for British Columbia, will go to Australia to represent British Columbia at the British Empire forestry conference there.

Alaska now has more than forty landing fields for airplanes, and plans are under way for the construction of sixteen more, according to F. C. Crawford, of Fairbanks.

It is probable that Premier King will go to Geneva, in September, as a Canadian delegate to the League of Nations assembly and also as a member of the council of the League on which Canada now has a seat.

Leaders of the Arab Congress presented Lord Plumer, the high commissioner, a demand for the institution of democratic rule in Palestine. Lord Plumer promised to take up the question at his visit to London.

French attorneys have entered protest against the "morally reprehensible" conduct of United States in regard to the "foreign" divorce bill. The protest was sent to the American Bar Association.

The steamship North Shore has sailed from Quebec, prepared to stop at Greenley Island and at Long Point in the mainland to pick up the dismantled trans-Atlantic plane Bremen and bring it to Quebec City, where the plane will be reassembled and placed on exhibition for a short time.

Asthma Can Be Cured. Its suffering is as needless as it is terrible to endure. After its many years of relief of the most stubborn cases no sufferer can doubt the perfect effectiveness of Dr. J. D. Kellogg's Asthma Remedy. Comfort of body and peace of mind return with its use and nights of sound sleep come back for good. Ask your druggist; he can supply you.

Where Begging Is Prohibited
Begging is prohibited in Lima and Callao. An order recently issued by President Leguia states that, in view of the completion of a beggars' asylum by the Lima Society of Public Benevolence, capable of caring for 200 persons, anybody found soliciting alms will be arrested.

Vacation!

When you are going on vacation take a bottle of Minard's along. You'll need it for sunburns, bites, etc.



W. N. U. 1744

Announces Arts Competition

Viscount Willingdon To Donate Prizes Totalling Thousand Dollars

Announcement that His Excellency Viscount Willingdon purposes awarding prizes amounting in all to \$1,000 for competition this year in music, drama, painting, and sculpture, will occasion much appreciation in art loving circles throughout the Dominion. In music there will be one prize of \$200, and two prizes of \$100 each; drama, one prize of \$200; painting, one prize of \$200; and sculpture, also one prize of \$200.

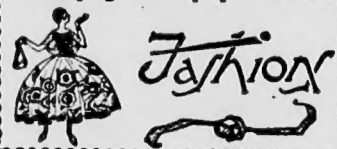
These gifts indicate not only His Excellency's interest in the arts in Canada but also his interest in Canada generally. It is a practical interest of a type that will appeal. The competition which he is inaugurating should do not a little to develop talent and engender skill in the arts, and it is to be hoped the west will be heard from in the contest.—Regina Post.

New Born Settlements

New Townsites Springing Up In the H.B.R. Area

New born settlements in Northern Canada are having rapid growth. Mining operations at Cranberry Portage, Cold Lake and Flin Flon, and the demand of the Western Prairies for a shorter train haul to the ocean, are the main causes for the building of the Hudson Bay Railroad now under construction by the Canadian Government and the Canadian National Railways. Stores, hotels and growing townsites are quickly taking root in the north to care for the expected increase in population during the next few years.

Winnipeg Newspaper Union



A Smart Blazer For the Junior Miss
The blazer is decidedly smart this season and is shown here in two views worn over a chic one-piece frock. View "A" is fashioned of striped flannel and has a notched collar, patch pockets, and long two-piece sleeves, while view "B" is of plain and contrasting material and has rounded lower front edges. No. 1627 is in sizes 8, 10, 12 and 14 years. Size 10 requires 2 yards 36-inch, or 1 1/2 yards 54-inch material; 1/4 yard additional 36-inch contrasting for view "B." Price 25 cents the pattern.

The frock has plaits and a yoke at front and back a high neck with shaped collar, or square neck, long sleeves gathered to wristbands, or short sleeves with cuffs, and a belt. No. 1512 is in sizes 8, 10, 12 and 14 years. Size 10 requires 2 1/2 yards 36-inch, or 2 yards 54-inch material. Price 25 cents the pattern.

Our Fashion Book, illustrating the newest and most practical styles, will be of interest to every home dressmaker. Price of the book 10 cents the copy.

How To Order Patterns

Address: Winnipeg Newspaper Union, 175 McDermot Ave., Winnipeg

Pattern No. Size

.....

.....

Name

Town

Farmers' Marketing Tour

Canadian National Railways' Tour To Great Britain and Denmark, 1928

(Continued.)

It was a pleasure to see the fine type of young men who were on this farm, vigorous, keen, happy fellows who only too evidently were anxious to "make good" in Canada. The progress they had made was good, so much so that one of our party declared that the ploughing he had seen that day by former city workers would put to shame some so-called experienced ploughmen. Another declared that he would willingly engage, at current wages, men who proved capable as the young fellows he had seen that day. And still another took off his coat and gave the young men an object lesson in the swinging of an axe. Afterwards we were addressed by Mr. H. Betterton, Under-Secretary to the Ministry of Labor, who asked us for our frank criticisms. Truth to tell, from our day's observations, there was little but minor points to criticize, for we were glad to recognize and commend an experiment which was so worthy in its aim.

An amusing but useful device was a number of rubber udders filled with water. These are used in the first stages of teaching milking. An historic feature of the Weeting Hall estate was the remains of a moated castle built by the son-in-law of William the Conqueror.

Back in London, after having luncheon on the train as guests of the Ministry of Labor, we were accorded yet another high privilege, an informal reception at 10 Downing Street, by the Prime Minister, Mr. Stanley Baldwin and Mrs. Baldwin. Dignified, plain, simple, nothing could be more expressive of the British character than the unpretentious house which Great Britain allots to her Prime Ministers. As with the house, so with Mr. Baldwin. The greeting given to us by the Prime Minister and Mrs. Baldwin was direct and sincere. We might have been visiting the home of an old friend. And it was as a friend that Mr. Baldwin spoke to us. Frankly and straight out he told us of Britain's unemployment difficulty and appealed to us as fellow-citizens of the Empire to help so far as we could in the solution of the great problem to the mutual advantage of Great Britain and Canada. That we had investigated the Brandon experiment and had found it good was gratifying to him. He acknowledged it, asking us not to be prejudiced because these men had been unemployed for a fairly long period. Unemployment had been their misfortune, not their fault. They were willing and sound at heart. All they needed after their training was a little encouragement. He hoped we would see, so far as we could, that the encouragement was given to them when they got to Canada.

Who of us would have dreamed, when starting on our tour that, before we went back, we should enter the cabinet room of 10 Downing Street, the Inner Council Chamber of the British Government, where so many momentous decisions have been made, affecting not only the Empire, but the world itself, that in that room we should be taken into the confidence of the Prime Minister of Great Britain, that he would ask our goodwill in favor of a great experiment, and that we should be able to help, if we wished, in a great Empire purpose!

We had still another appointment before this fascinating day was ended. The Imperial Institute had invited us to dinner, where we were to meet the representatives of the woolen industry, under the chairmanship of Mr. Frederic A. Ackroyd, a large woolen manufacturer of Bradford. A magnificent banquet, tendered us by Mr. Ackroyd, was followed by addresses exhorting the Canadian farmer to grow long wool sheep which would meet the particular requirements of the British woolen trade. The challenging remarks of our hosts were met with stout defence by Mr. Arkell, of Canada's present policy in breeding more of the short-wooled breeds for meat primarily on account of the premium to be secured on the markets of the United States. This added spice and stimulus to a delightful evening. Afterwards we were shown over a section of the Institute devoted to Dominion displays.

One more day and then "goodbye" to London, but before actually leaving her, we were to receive an unexpected honor, an unexpected invitation, and our greatest thrill of the tour, a flight from Croydon aerodrome, the largest and best equipped in the world.

The unexpected honor came from the King, for we were accorded a special place from which to view His Majesty's procession to Westminster for the opening of Parliament. It is a fine sight to see the wonderful state coach go by accompanied by all the pomp which marks this important ceremonial. Our only regret was that Her Majesty, for the first time in the reign of His Majesty, was unable, through indisposition, to accompany the King to the opening of Parliament. Her Majesty, however, was able to appear on the balcony of the Palace with the Duchess of York, and the little Princess Elizabeth.

Our unexpected invitation came

from Mr. George Robey, the famous comedian, who had reserved seats for the whole party at the Princess Theatre, where we saw his revue, "Bits and Pieces," prior to its being toured in Canada this summer. A wonderful evening concluded with our being invited "back stage" to meet Mr. Robey and his leading lady.

The aeroplane selected for our flight at Croydon was of the "Silver Wing" type, a luxurious air liner capable of carrying 14 passengers, the pride of the Imperial Airways Fleet. Strong, graceful, beautiful, she had a wing-span of 74 feet, and a total length of 63 feet 6 inches. Her triple engines developed 1260 horsepower. She was capable of 105 miles an hour in still air, was furnished with basket arm chairs, and carried a buffet and waiter on her long trips. Let it be said at once, that more than one of us hid a secret nervousness which we wouldn't show, no not for worlds! We need have felt no qualms. In the hands of Captain Olley, our cheery little pilot, she rose like a bird. Up, up she climbed until she reached 3,000 feet. Below us surely was not great London, but the land of Lilliput—tiny houses, tiny plots, and ribbons for roads. Those two little spindles like the legs of a brass bedstead were the towers of the Crystal Palace. Favored by the wind we were travelling 110 miles an hour; it seemed like two, so slowly moved the landscape! Soon, all too soon, our quarter-of-an-hour in the air was ended. In a long graceful glide we slid to earth, landing lightly as this-tiedown, then skimming along the ground to the place of debarkation. It was wonderful, exhilarating experience, in more senses than one, a "high spot" in the tour!

(To Be Continued.)

SUNDAY SCHOOL LESSON

AUGUST 5

PAUL IN A PAGAN COUNTRY

Golden Text: "I know how to be abased, and I know also how to abound."—Philippians 4:12.

Lesson: Acts 14:1-28.

Devotional Reading: Matthew 5:10-16.

Explanations and Comments

A Cripple Cured At Lystra, verses 8-10.—At Lystra Paul and Barnabas were face to face with stark paganism. Apparently there were no Jews in the city, and few Romans. There being no synagogue, Paul began to preach outdoors. One day he noticed, on the ground near him, a lifelong cripple, who was listening with an eager attention that revealed to the apostle a faith which was sufficient for the man's healing. Suddenly Paul interrupted his address by commanding the man, in a loud voice: "Stand upright upon thy feet!" Up sprang the cripple, able to walk. Compare Jesus' words to the man with a palsied arm: "Stretch forth thy hand!" (Matthew 12:13) In each case there was immediate cure.

"The men of Lystra looked upon it as a great material miracle, but the deeper fact was the spiritual miracle that lay behind it; the cripple's apprehension of the truth, and the application of it to his own case; the preacher's knowledge of it, and his keenness of sight in the man's operation of faith in the living Lord. That was the wonderful thing."—G. Campbell Morgan.

Miller's Worm Powders are a pleasant medicine for worm-infested children, and they will take it without objection. When directions are followed it will not injure the most delicate child, as there is nothing of an injurious nature in its composition. They will speedily rid a child of worms and restore the health of the little sufferers whose vitality has become impaired by the attacks of these internal pests.

Admits Of No Argument

Money Spent In Advertising Is Gift—Edged Investment

The local merchant who fears to spend his money in advertising, should never read the life story of John Wanamaker. If he does, he will have to revise his own life completely.

In a recent address made by Arthur Williams, Vice-President, the New York Edison Company, the speaker remarked apropos of John Wanamaker and his first venture into the retail business:

"It is notable, and perhaps prophetic of modern business, that of the first day's receipts of \$24.67, \$24.00 were spent for advertising, 67 cents being retained for convenience in making change the next morning."

There is an argument as to whether or not this was a wise proportioning. There is no argument, however, as to the ultimate business success of the advertising Wanamaker.

Production of lead, tin and zinc products in Canada has increased from \$2,181,000 in 1923, to \$5,149,000 in 1927.

Minard's Liniment for Blistered Feet.

ZIG-ZAG
Cigarette Papers
Large Double Book
120 Leaves
Finest You Can Buy
AVOID IMITATIONS **NOW 5¢**

GILLEX
FOR THE
LAUNDRY
AND ALL
CLEANING
Jane Gillex
Everywoman's
Maid-of-all-work

DRESSMAKING SCHOOL

A practical training in designing and making costumes and millinery; individual instruction. The Winnipeg Dressmaking and Millinery School, 73 Donald St., Winnipeg. Established 1900.

MEMORY OF EXPLORER HONORED

Hudson's Bay Company Remembers Captain From Whom It Takes Its Name

The Hudson's Bay Company of the year 1928, has done honor in a very beautiful way to the brave sea captain from whom it takes its name.

One day in the spring of 1607 master Henry Hudson and his crew met at the little church of Saint Ethelburga, in Bishopgate Street, London, England, to take communion before sailing away to seek the Northwest Passage.

The little church was old then, but it still stands. The company has given it three windows, and, in the presence of some of its leading members, the first was unveiled a sort time ago on the anniversary of that communion.

In his little sailing vessel, with a crew of eleven men and a boy, the adventurous captain made two voyages to the Arctic ocean. On the third, in 1609, he sailed for the Dutch East India company. Taking a more southern course he discovered the Hudson river, and the Dutch traders who followed founded New Amsterdam by building a fort at the mouth of the river. In the three centuries that have passed the great city of New York has grown up around that site.

In 1610 Hudson was again in the service of an English company. This time he took a crew of twenty-three men, and set out again to find the Northwest Passage. He discovered Hudson Bay, and spent the winter on its shores. In the spring of 1611 the crew mutinied as he was on his way to England. The captain, with seven sick men and his son, were set adrift. Nothing was ever heard of the frail craft, or its crew, but ever since, the name of Captain Hudson has rung through Canada and the motherland, as well as the United States. The great company that still bears that name is one of the oldest and most honorable institutions of our country.

The apple crop of Canada for 1928 is estimated at 3,157,360 barrels, an increase over 1927 of about 350,000 barrels.

Complete in itself, Mother Graves' Worm Exterminator does not require the assistance of any other medicine to make it effective. It does not fail to do its work.

The output of creamery butter for Saskatchewan in June, was over 1,276,797 pounds, an increase of 149 per cent. over the previous month.



"Why is smoking forbidden here?"
"On account of the powder factory."
"But that has been blown up."
"Yes, everything except that notice."—Meggendorfer Blaetter, Munich.

"Swat the fly" with GILLETT'S LYE

A teaspoonful of Gillett's Lye sprinkled in the Garbage Can prevents flies breeding

Use Gillett's Lye for all Cleaning and Disinfecting



Costs little but always effective

PAINTED FIRES

— BY —
NELLIE L. MCCLUNG

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CHAPTER XXIX.—Continued.

The heavy rain had washed the roots of the old dead grass into the ground, leaving the bold young shoots showing, and the air had such a balmy mildness that Helmi was content just to sit and breathe it and watch the clouds, clear and white, like lamb's wool, sailing overhead in the limitless blue.

She wanted to sing a song of the passing winter, with all its strength of frost and weight of snow, its frozen rivers and leafless trees, for every budding tree and springing flower and carolling bird was singing it, too. She remembered a song Mrs. St. John used to sing, which she said was an old-fashioned thing, but she sang it to please the doctor, who liked the old songs best:

"Blue bird, true bird, bird with the golden wing,
Do you bring me a letter or do you bring me a ring?"

Helmi brought out a chair, and sitting on it, nursing her knees, she sang in perfect happiness. She had four dollars in her pocket; a sick baby in the Isolation Hospital; a dog with three pups to whom she had promised food and shelter; a husband who apparently had deserted her; not a relative nearer than Finland; but she sang a song of hope, and love, and spring, looking into the blue sky above her, for in her heart there was the peace which passeth all understanding!

Mrs. McMann, on her way to the store, saw Helmi sitting at the end of the house and heard her singing, and forthwith forgot that she had left an oven full of pies.

"Helmy," she called, as she came nearer, out of breath in her hurry. "What is wrong with you? Have you come back?"

Helmi quickly rose up to greet her. "There's nothing wrong, Mrs. Mc-

COULD NOT WORK FOR MONTHS

Restored to Health by Lydia E. Pinkham's Vegetable Compound

Port Elgin, N. B.—"For three months, I was nervous and weak with tired feelings and could not do my work. A friend advised me to take Lydia E. Pinkham's Vegetable Compound and I have got good results from it and recommend it to others."—LILA TAYLOR, Port Elgin, N. B.

This dependable medicine is sold by druggists everywhere.

W. N. U. 1744

Mann. I am all right—I'm fine—I'm happy that's all."

"But Helmi, where is your child?" Mrs. McMann was prepared to show a strong if somewhat belated interest in Helmi's baby.

"She is all right too," Helmi said. "She is in the Isolation Hospital with scarlet fever, but is doing well and will be out in a few weeks."

Mrs. McMann heard the news with doleful forebodings.

"Oh, Helmy, don't set your heart on her if she has scarlet fever. It always leaves something behind it—deafness, or blindness, or something."

Helmi resisted an impulse to laugh. "Oh, I don't think so," she said, "she will be all right. I feel sure she will be well. I am not worried."

Helmi's cheerfulness seemed most untimely; nor could she explain it to Mrs. McMann—there was a greater bar between them now than even that of language.

"Well, it's grand to take things as easy as you do, Helmy, I must say. Now when my children were little they had the fever, too, all together; not very bad, but I worried. Mr. McMann—no it was Mr. Bush I had then—scolded me for crying all the time, but I couldn't help it. My, how I cried! He could not understand a mother's heart, of course. But no doubt girls are different now—I was so conscientious. I suppose in a way you are glad to get away from the baby for awhile? Well, it was different with me—I slaved for mine. But it doesn't pay. Are you going to stay? No! Goin' back are you? City life is too much for girls these days. Picture shows attract them. Well, in the midst of life we are in death, remember that, Helmy, and don't put your trust in worldly pleasures. Did you hear what happened to the magistrate at Bannerman last night?"

In her happiness Helmi had not been thinking of the magistrate. Startled by Mrs. McMann's enquiry she could only say "Do you mean Col. Blackwood?"

"Yes, the same one—the one that forgot to put it down in his book. He won't forget no more—he was struck with lightning."

"How do you know?"

"He was found lying on his back, stone dead, and his chimney all knocked down, and his eyes wide open."

Helmi shuddered—she knew just how the eyes looked.

"It gave me such a turn when I heard it, and I ain't been so well anyway. My stomach's up on me again, Helmy; I believe I'll have to go home and see a doctor. I can't trust any of the doctors here—they haven't got the papers like they hold in the States. All my trouble is inward, Helmy, and I don't believe these doctors could ever understand it."

"I am sorry," said Helmi; "I wish I could help you."

In her new found happiness Helmi could understand Mrs. McMann and her pitiful little striving for praise and applause. Her sordid life, her little meannesses, her petty jealousies, her dull gray outlook, smote Helmi's heart now with pity.

"You're a good girl, Helmy, no matter what you've done or haven't done, and I've a good mind to take you back, no matter what anyone says."

Helmi laughed as she patted her visitor's arm. "Where is good old Sim?" she asked quickly. "Is he still here? He did not write to me."

"Oh, didn't you hear? He had an accident in the mine and hurt his leg. He is still in the hospital, so I guess that's why. They say he'll never be able to night-watch again. You know I miss him, too, and wish now that I hadn't been quite so sharp on him. Well, won't you stay, Helmy?"

"No, I am going to the City," said Helmi, "but I want you to feed Cleo and the pups for me. There's plenty of scraps from your table, and they can sleep in my house. I'll ask Bill Larsen to shut the door at night and open it in the morning, and when Lili is better I will come back. You will like my Lili, Mrs. McMann; she can smile now and play with her hands."

Mrs. McMann sighed. "I am always sorry when I see a girl baby—life is so hard for us women."

Helmi got another letter at the post-office, a letter from Arthur Warner enclosing another fifteen dollar cheque. He was over in France now, on active service, and the letter was written as he sat waiting for the signal to go over the top in an attempt to capture a German position.

"It's good to have someone to write

WRIGLEY'S NEW HANDY PACK P.K. CHEWING SWEET

A treat in the Peppermint-flavored sugar-coated jacket and another in the Peppermint-flavored gum inside—utmost value in long-lasting delight



to Helmi, someone who cares; and I want you to do something for me. It worries me to think of my house and garden lying idle there and going to ruin. I wonder if you would go there to live. The garden has raspberries and currants and strawberry plants too, and there are provisions in the house for a year. If you go there I want you to take Cleo, too, and give her a home. She is wonderful dog. I cannot tell you what she has been to me. And my horse, Sailor, that I left with the Ransoms would be handy for you to drive to town. I would feel better if I knew you were there, dear Helmi, and I hope you will go. It does not seem reasonable to believe that I shall ever come back, but if I do, the place will be in better shape for your having occupied it. So you will be doing me a good turn. Write soon and often, Helmi, please."

At the bottom of the letter there was a postscript. "You will never need to be bothered with these meddling prospectors hunting for coal, for I bought all the mineral rights; so if the bank of the creek is solid coal, and I rather think it is, they can never come in without your consent. If you want to plant the garden this spring you will find the seeds in the root-house, all labelled. Maybe I had the wrong slant on life, Helmi, wanting to build a wall around myself. I've had time to think it over, and I can see it was a mistake. One cannot live that way. Now I want you to do what you like with everything that is there. I have made my will and left all to you. My lawyer here will arrange matters fully if anything happens. I enclose his address. Now we are going.—A. W."

Helmi was in her own little house when she read the letter, Cleo whimpering at her feet as if she knew her master had written. "He is well, Cleo, and he wants you and me to live together, and so we will. We had decided that already, and now I see God has sent me a home as well as a dog to keep me company. I do not know how we will make a living there, eight miles from any settlement, but we should worry over a little thing like

BABY GIRL HAD DIARRHEA WHEN CUTTING TEETH

Mrs. A. J. Murray, Gull Lake, Sask., writes:—"Last summer, my baby girl was cutting teeth and became very weak with the effects of diarrhea. I didn't know just what to do for her as she couldn't retain anything. At last one of my neighbors said to me, 'Haven't you any



why, I wouldn't be without it where there are children."

"My husband went to town and got a bottle, and the very first dose helped her wonderfully, and in three days she was well over the diarrhea and was running around as well as ever."

Put up only by The T. Milburn Co., Limited, Toronto, Ont.

that. God will provide for us some way, Cleo."

(To Be Continued.)

Teeth and Health

Issued By The Canadian Dental Hygiene Council and Published By The Saskatchewan Dental Society

JUMPING TOOTHACHE

You have been fortunate indeed if you have never experienced that worst of all dental pains—the "jumping toothache."

But perhaps you have listened sympathetically to your little chap as he tried to tell you between sobs how something just seemed to be jumping up and down inside the tooth that pained more and more intensely as he lay with his cheek against the pillow.

Almost instinctively, perhaps, you had him sit up, and he found happily, that it did not hurt nearly so much as when he was lying down.

Now, you thought perhaps it was because he stopped thinking about it so much when sitting up that made the pain more bearable, but just why it "jumped" you were not so sure.

Well, no doubt you have had a cut finger with an area of inflammation around the wound, and you noticed that the pain was of a throbbing character, that with each pulse beat there was a sharp little stab, so to speak.

Now, the same with the tooth, — with each heart-beat, a new supply of blood is forced into the pulp tissue, which, being inflamed and already engorged with blood, is subjected to an increased and severe pressure (at each beat), and a consequent response on the part of the nerves as they are subjected to the abnormal pressure. This, we call pain.

Then with your little chap sitting up, the flow of blood to the head was lessened, resulting in a milder rush of blood into the tooth pulp which caused a decreased pressure, with lessened pain.

SAVE THE CHILDREN

In Summer When Childhood Ailments Are Most Dangerous

Mothers who keep a box of Baby's Own Tablets in the house may feel that the lives of their little ones are reasonably safe during the hot weather. Stomach troubles, cholera infantum and diarrhoea carry off thousands of little ones every summer, in most cases because the mother does not have a safe medicine at hand to give promptly. Baby's Own Tablets relieve these troubles, or if given occasionally to the well child they will prevent their coming on. The Tablets are guaranteed to be absolutely harmless even to the new-born babe. They are especially good in summer because they regulate the bowels and keep the stomach sweet and pure. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

The Thoughtful Sportman

Grout season had started, and in the little Highland hotel lounge some sportsmen sat smoking.

"Yes," said one suddenly, "everything I shoot I send to the hospital."

"How thoughtful and kind of you," broke in another.

"Yesterday," he continued, "I shot the gamekeeper."

Mothers Value This Oil.—Mothers who know how suddenly croup may seize their children and how necessary prompt action is in applying relief, always keep at hand a supply of Dr. Thomas' Electric Oil, because experience has taught them that this is an excellent preparation for the treatment of this ailment. And they are wise, for its various uses render it a valuable medicine.

Parliamentary Courtesy

Language in the Free State Parliament Is Sometimes Lurid

The new Fianna Fail tactics of baiting the Speaker which culminated in the suspension of Mr. de Valera's chief whip, Mr. Aiken, are not likely to increase the prestige of the party. In a letter to the press, Mr. Aiken, in justification of his attack on the Chair, insists that only an assembly poisoned by English influences could object to have its Speaker described as "a damned hypocrite," "a party hack," and "a mean skunk." Unfortunately for himself and his colleagues the country is still so enslaved to an alien tradition that it regards as vulgar abuse expressions that in the Gaelic State of Mr. Aiken's vision would apparently be the flower of parliamentary courtesy.—Dublin Correspondence, the New Statesman.

Minard's Liniment — the Universal remedy.



THE Firestone Gum-Dipping process strengthens the tire to meet the demands of hill climbing, quick stops, sudden turns and high speeds. The Firestone tread is scientifically designed to grip the road in emergencies. You can have this extra safety on YOUR car. Ask your local Firestone Dealer. He will save you money and serve you better.

Always put a Firestone steam-welded, leak-proof tube in your Firestone tire

FIRESTONE TIRE & RUBBER CO. OF CANADA LIMITED
Hamilton, Ontario

Firestone

Builds the Only GUM-DIPPED TIRES

Little Helps For This Week

"Fear not, believe only."—Luke viii. 50.

The childlike faith that asks not sight,

Waits not for wonder or for sign. Believes, because it loves aright.

Shall see things greater, things divine,

Heaven to that gaze shall open wide, And brightest angels to and fro

On messages of love shall glide "Twixt God and Christ below."

—John Keble.

The blessed thing which the Bible calls faith, is a state of the soul in which the things of God become glorious certainties. It matters not how it comes, whether as to Thomas through sight, or whether through the evidence of the Spirit; and yet the faith of which Christ said, "Blessed are they which have not seen and yet have believed," was a spiritual faith.

—Frederick William Robertson.

Paring a corn is both risky and ineffective. It is much better to use Holloway's Corn Remover and eradicate them entirely.

Goes North For Museum

Dr. R. M. Anderson, of the National Museum, Ottawa, will accompany the 1928 Canadian Arctic expedition on its annual patrol to the posts in the far northern islands. At points of call he will collect zoological material for the Museum and obtain information on points of interest in these regions.

ECZEMA IN ITCHY PIMPLES

Affected Nearly All of Body. Cuticura Heals.

"Eczema broke out in pimples and affected most all my body. The pimples were not very large but were red and hard. Some of them festered and then scaled off. The pimples were so itchy and burned so much that I used to wake up in the night and scratch them. My clothing aggravated the breaking out very much."

"I began using Cuticura Soap and Ointment and in four weeks I was completely healed, after using two cakes of Cuticura Soap and two boxes of Cuticura Ointment." (Signed) Fredrick A. Zinck, Robinson's Corner, N. S.

Cuticura Soap, Ointment and Talcum are ideal for daily toilet uses.

Sample Each Free by Mail. Address Canadian Depot: "Hemlock, Ltd., Montreal." Price, Soap 25c, Ointment 25c and 50c, Talcum 25c.

Box Cuticura Shaving Stick 25c.

Next Week is Fair Week!

When in town
Give us a call

Our FRESH MEATS

at the present
are of the best

We carry a full line of
Cured Meats and Bologna

If you have a fat beef or veal
phone us.

Fresh Fruits Daily

CRESSMAN BROS.

Phone 65.

Didsbury, Alta.

Under the title "Canada—9,360,000 Prosperous People," the following recently appeared in Efficiency Magazine of London, England:

"There are only 9,360,000 people in Canada but they earned more money last year than the 140,000,000 people of Russia. They earned \$610,000,000—so says the latest edition of 'Lydiatt's Book.' This amounts to \$330 per

family.

In Ontario—the richest part of Canada—the earnings in 1925 were \$356 per family. So Canada has a buying power of \$610,000,000 a year.

"It is the buying power, not the population, that counts in measuring nations. And Canada now has a greater buying power than any other nation in the world."

GETTING NEW BUSINESS

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminished. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect, as a result of all the changes that naturally occur, that a considerable proportion of those customers will not be on the list in a year or two.

Also people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered them.

People are not much inclined, as they were often formerly, just to trade at one place or a few places right along year after year. They are quick to get the idea, if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling of habit or sentiment of loyalty is apt to hold them if they think they can do better by going elsewhere for something they want.

By an active campaign of advertising, a firm can keep making new business friends, to make up for those who drift elsewhere. It does not take elaborate persuasion to win such new customers in these times.

People are ready to go to any place of business where the spirit of enterprise and hustle seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

Golfers and woodpeckers are the only birds using their heads to get into the hole.

In the old days if anybody missed a stage coach he was contented to wait two or three days for the next. Now he lets out a squawk if he misses one section of a revolving door.

Showing Canada Her Opportunity In World Trade

(Continued from Page 1)

products in 1900. In other words, Canada is exporting as much in manufactured articles to-day as the total output of every factory in the Dominion twenty-eight years ago. These few figures may give readers some comprehension of the immense increase in export business.

Most public men and business men, no matter what their politics may be, agree that export trade is possibly the most valuable asset the Dominion can have. Canada's natural resources are so varied and so rich that it would be impossible for Canadians to consume them. Take wheat for example; it is manifestly impossible for 9,000,000 people to consume 400,000,000 bushels of wheat annually. Canada's future prosperity therefore is bound up in seeking markets abroad for her surplus production.

When Canadian business men seek to sell their products in other lands, they cannot hope to control prices. They have to meet competition from thousands of other business men and producers living in other countries. They are faced with fierce world competition in maintaining their hold on export business. To maintain this trade of a billion and a quarter dollars a year and to increase it, Canadians must become acquainted with every legitimate method known to business. They must learn how to pack their goods in the manner desired by the foreign buyer, they must learn how to keep contract dates, how to ship these goods by the most economical and direct routes. And perhaps most important of all Canadian goods must always be kept up to the standard of the sample submitted.

The Department of Trade and Commerce, at Ottawa, is doing everything in its power to further this export trade. Years ago a Commercial Intelligence Service was established, and trained trade commissioners sent to the world's trade centres. In fact, Canada had the first trade commissioners abroad, thus inaugurating a system which has been widely copied. To-day this country has 24 trained trade commissioners in strategic business centres. More men are now in training to go to other places. The government has by subsidy, and other means, obtained first-class shipping facilities to these business centres. The trade commissioners are constantly on the alert, seeking out opportunities for the selling of Canadian products. Whenever they learn that there is a chance of a Canadian order being placed, they immediately communicate with the Commercial Intelligence Service at Ottawa, giving all information they possibly can. This information in the possession of the service at Ottawa is at the disposal of any Canadian producer or manufacturer. This system, the result of some years' experience, is thoroughly organized and working smoothly. To-day the Canadian manufacturer or producer can find out with little trouble, and no expense, if his products can be profitably marketed in almost any part of the world.

So encouraging have results been from the export system adopted by Canada, and so well have Canadian goods been received abroad, that it is fairly prophesied that within a decade Canada's exports will mount to double the present figure. Hon. Mr. Malcolm as the responsible head of this department believes in keeping Canadians fully informed as to opportunities abroad. To do this he is reaching the people through newspapers, magazines and trade journals.

FARMERS! Let us put your name and address on your envelopes. We supply them at a price the same as you buy them plain. A box holds 500. Get your neighbor to go in with you on a box if 500 is too many. Phone 22. The Pioneer

MISCELLANEOUS

For Sale

Five head of registered Ayreshire cattle, three A.I. cows and two young bulls. Apply to E. R. Longway, Phone R317, Carstairs. 32-2p

Lost

Ford tire with two chains attached. Reward if returned to the Pioneer Office. 32-1c

For Sale

Little pigs (Tamworths) all sizes and prices. Mrs. Emily Hunter, Phone R315 32-3c

Lost

A bag containing small new khaki tent and 2 wool rugs, east of Didsbury. Reward if returned to Pioneer Office or G. A. Burns, Didsbury. 32-1p

For Sale

3 Collie pups, 3 months old. Apply to A. Leclair. Phone R1605, Didsbury.

Wanted

Anyone wishing sowing done of any description and at a very moderate price call or write Mrs. C. L. Cippely, R.R. No. 2, Didsbury. 32-1p

Found

On main road between Didsbury and Carstairs, black handbag containing pr. shoes. Owner can obtain same by paying for this ad at the Pioneer Office. 32

For Sale by Tender

Old School house, Grand Centre. Tenders close Aug. 10. Apply E. O. Watt, Didsbury. 31-2c

Wanted

Summer fallowing and breaking, with engine outfit. L. Snyder, Phone 607, P.O. Box 42, Didsbury. 31-4p

Well Drilling Wanted

by experienced driller with good outfit, \$1.25 per foot, and all work guaranteed. W. C. Moon, Phone 149 Didsbury. 29-4c

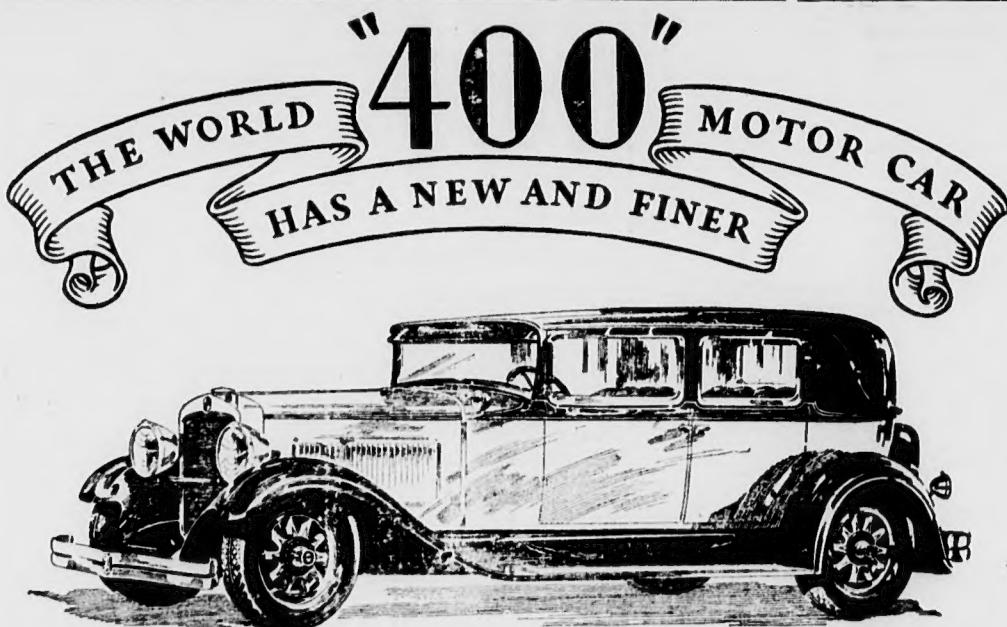
Just completed flowing well for Albert Rempert, 6 miles north and 6 miles east of Didsbury.

NOTICE TO CREDITORS AND CLAIMANTS

IN THE ESTATE of ANNIE ANDERSON, otherwise known as ANNIE MANSON ANDERSON, late of the vicinity of Didsbury, in the Province of Alberta, married woman, deceased.

NOTICE is hereby given that all persons having claims on the Estate of the said Annie Anderson, who died on or about the 11th day of June A.D. 1928, are required to file with the undersigned solicitor for the administrator, by the 15th day of September A.D. 1928, a full statement duly verified of their claim, and of any securities held by them, and that after that date, the Administrator will distribute the assets of the deceased amongst the parties entitled thereto, having regard only to the claims of which notice has been filed, or brought to his knowledge.

DATED the 12th day of July A.D. 1928, A. CLARK BURY, of Olds, Alberta, Solicitor for the Administrator. 30-3c



Twin Ignition motor
12 Air Craft type spark plugs
High compression
Bijur centralized chassis lubrication
Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)
Bohnalite aluminum pistons (Invar Struts)
7-bearing crankshaft (hollow crank pins)
New double drop frame
Salon Bodies

We only ask you to
read the features Nash
offers—compare them
to the new offerings of
any other manufacturer
... then exercise your
own good judgment.

World's easiest steering
All exterior metalware chrome plated over nickel
Short turning radius
Longer wheelbases
One-piece Salon fenders
Body, rubber insulated from frame
Nash-Special Design bumpers and bumperettes
Three Series
16 enclosed models
4 wheelbase lengths

NASH

FISHER & EDWARDS

Local Dealers

Didsbury

BRICK AND Plasterwork

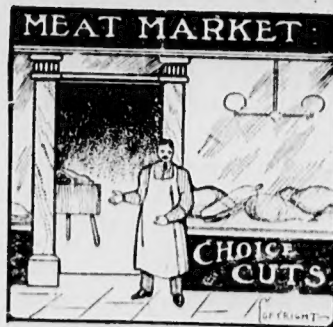
Fireplaces and Chimneys
Fancy and new work of all kinds and descriptions.

Bruno Jacobs - Didsbury

A Clean Up-Sale

We have on hand several tons of 2nd grade flour at \$2.95 per cwt. Also whole wheat and rye flour. We are reorganizing our business and will sell the above cheap. See us first.

Rosebud Flour Mills
M. Weber.



WE BUY THE BEST AND
SELL THE BEST.

Fresh Fish every Friday

CITY MEAT MARKET

Phone 127

Phone 127